

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s) : Newton et al.  
Serial No. : 10/538,101  
Filed : June 8, 2005  
For : Apparatus and Method for Preventing Switching  
from a Channel During an Advertising Display  
Group Art Unit : 2427  
Confirmation : 1381  
Examiner : Kunal N. Langhnoja

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT WITH RCE**

In response to the Final Office Action issued on July 1, 2010, in the above-identified application, please enter the following amendments and consider the following remarks.